

<b>Notice of References Cited</b>	Application/Control No. 10/061,008		Applicant(s)/Patent Under Reexamination BURRUSS ET AL.	
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	V \	Radas, Sonja; Shugan, Steven M.; "Seasonal Marketing and timing new product introductions", Aug 1998, JMR Journal of Marketing Research; 35, 3; ABI/INFORM Global, p.296.
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
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